

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street**  
**Floor 6**  
**Philadelphia, PA 19103-3700**

<u>Contract / Revision</u> 830872 /		<u>Alt Order #</u> 06359880
<u>Product</u> <b>SHERROD BROWN 60S</b>		
<u>Contract Dates</u> <b>10/02/12 - 10/15/12</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>Brown, S (D)/US Senate</b>		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WOIO</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	10/02/12	10/05/12	Action News at 4p	4-5p		1:00			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$1,000.00			
2	WOIO	10/08/12	10/08/12	Action News at 4p	4-5p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,000.00			
3	WOIO	10/06/12	10/06/12	7-8p	7-8p		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$900.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/01/12-10/07/12	7-8p	7-8p	-----Sa--	1:00		<del>\$900.00</del>	NM		
				Credited								
4	WOIO	10/03/12	10/05/12	M-F 7-730p	7-730p		1:00			NM	3	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				3	\$9,000.00			
5	WOIO	10/07/12	10/07/12	Sun Hour 3	9-10p		1:00			NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$15,000.00			
6	WOIO	10/07/12	10/07/12	1130p-1230a	1130p-1230a		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,500.00			
7	WOIO	10/06/12	10/06/12	11p-1205a	11p-1205a		1:00			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$1,400.00			
N 8	WOIO	10/14/12	10/14/12	Tailgate 19	11a-12p		1:00			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$500.00			
N 9	WOIO	10/15/12	10/15/12	The Early Show	7-9a		1:00			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				2	\$200.00			
<b>Totals</b>											<b>14</b>	<b>\$50,800.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u>	<u>Alt Order #</u>
830872 /	06359880

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/12 - 10/15/12	SHERROD BROWN 60S	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Brown, S (D)/US Senate	10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 - 10/07/12		10		\$48,900.00		\$41,565.00						
10/08/12 - 10/14/12		2		\$1,500.00		\$1,275.00						
10/15/12 - 10/21/12		2		\$400.00		\$340.00						
<b>Totals</b>		<b>14</b>		<b>\$50,800.00</b>		<b>\$43,180.00</b>						

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.